

James Peterson

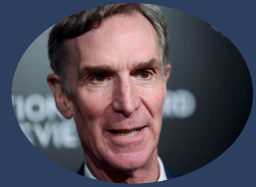
age: 21

residence: Columbia SC

education: Studying Engineering at USC

occupation: Full time Student

marital status: Single



"Hey bro, how many sets you got left?"

Likes to spend time reading and going to the gym after he's done with classes. He is a devoted student but gets mostly Bs and Cs in his Engineering curriculum.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Easy to access information
- Accurate information
- Ways to remain anonymous

Values

- Privacy
- Companies being open with customers
- His time

Criteria For Success:

A successful app will enable James to complete tasks with less time spent waiting.

Wants

- Well Designed GUI
- To be able to plan his day

Fears

- His location being tracked all the time
- Waiting in long line



Jim Ratt

age: 18

residence: Columbia, SC

education: High School

occupation: Full Time Student

marital status: Single

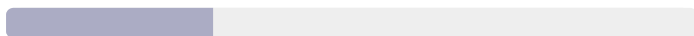


"That person has been on the bench press for an hour"

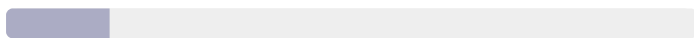
Mr. Ratt looks forward to going to the gym every day at Strom. He needs to eat a lot of food to fuel his training.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To be able to use his time effectively when working out and recovering.

Needs

- A way to figure out how crowded Strom is
- A way to get accurate wait times for food

Values

- Quality
- Accuracy
- Privacy
- Security

Wants

- Be able to connect with friends to meet up
- To be able to customize his profile
- To be able to customize how the time data is presented

Fears

- Waiting in Chic-Fil-A's line for an hour past when his food was due
- Having to wait in line for a squat rack at Strom while his pre-workout leads him to a heart attack

Frank Simpleton

age: 19

residence: Columbia, SC

education: High School

occupation: Student at USC

marital status: Single

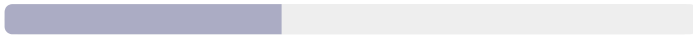


"Everywhere's always so darn crowded"

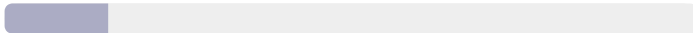
Frank is a business major at the University of South Carolina who frequents areas like the Russell House and the Strom Thurmond fitness center.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

A functional app will allow him to be a more effective student

Needs

- Needs a simple, intuitive interface

Values

- Privacy
- High quality programming

Wants

- Cool design
- Easier access to campus amenities

Fears

- Failure
- Missing meals
- Poorly designed interfaces

Samuel Hyde

age: 21

residence: Columbia, SC

education: High School

occupation: Full Time Student

marital status: Single



"Chill, I'm bulking"

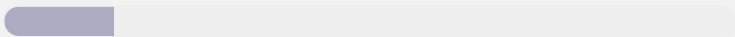
Failing sports medicine major. Suffers pre-workout induced arrhythmia. Has not seen the inside of Strom Thurmond.

Comfort With Technology

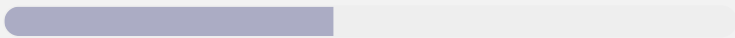
INTERNET



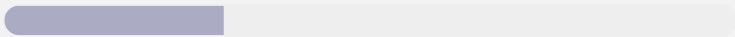
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

A simple app that allows him to manage his time more effectively

Needs

- Functional, user-friendly interface
- Data that updates in real-time

Values

- Privacy
- Reliability
- Accuracy

Wants

- Information on a per-restaurant basis
- No user login required

Fears

- Waiting in line at Russel House
- Data collection, location tracking